

WEST NORTHAMPTONSHIRE HEALTH AND WELLBEING BOARD

28th September 2023

Report Title	Move Northamptonshire: A Framework For Active Lifestyles In Northamptonshire 2023 to 2028
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List of Appendices

Appendix A Move Northamptonshire Framework

1. Purpose of Report

- 1.1. To seek Board approval for ‘Move Northamptonshire’, the local system wide Framework for Active Lifestyles that will help shape workplans and strategies involving increasing physical activity across communities.

2. Executive Summary

- 2.1 Living an active lifestyle and moving more within our everyday lives matters. The health benefits of physical activity, exercise and sport are well evidenced, supporting both our mental and physical health, our social connections, the strength of our local communities and the development of our local economy.
- 2.2 Physical activity plays an important part in meeting the ‘Live Your Best Life’ strategy, in particular the ‘opportunity to be fit, well and independent’ ambition, but also having a part to play in achieving many of the other LYBL ambitions.
- 2.3 ‘Move Northamptonshire’ is a system wide Framework, created with input from over 200 individuals and organisations, outlining a strategic approach to helping active lifestyles become integral to all people’s lives, irrespective of background, age, race, gender or geography. It’s intent is to act as the needle that threads active lifestyles through the whole of the system in Northamptonshire – through strategies, policies, approaches and actions.

3. Recommendations

- 3.1 The Health and Wellbeing Board approve ‘Move Northamptonshire’ as the key system-wide Framework for active lifestyles, physical activity and sport across the county.

4. Report Background

- 4.1 'Move Northamptonshire' renews the previous countywide Framework ('Northamptonshire More Active More Often') covering a five year period up until 2028.
- 4.2 It is a system wide Framework, for all organisations to be a part of - it is not one organisation's Framework. The work to create it has been led by Northamptonshire Sport, with a small steering group consisting of Public Health, the Unitary Authorities and the ICB.
- 4.3 It maps out a long-term Shared Ambition (Vision) and outlines the six Key Enablers that will be critical in achieving that Ambition. The choice of the word 'Framework' rather than 'Strategy' is deliberate – giving the sense of all parts of the system connecting in to the degree and depth that suits their objectives.
- 4.4 The agreed Shared Ambition is that *"by 2028 healthy active lifestyles will be integral to ALL people's lives in Northamptonshire, irrespective of background, age, gender or geography"*. The implication is that certain communities, areas demographic groups will need more support than others to get active and that it will take the lifespan of this Framework (5 years) to start making the changes across the whole system that will be needed.
- 4.5 Those changes are summarised in the six Key Enablers, mapped out across a lifecourse, indicating that different things will be needed at different stages through people's lives;

Great Start : Our early years have a profound effect on the rest of our lives. A great early experience of physical activity, sport and play can set us up for a sustained healthy active lifestyle

Tailored Choices : Understanding that people's circumstances are ever changing and we all need bespoke, easy to access, opportunities that suit our current situation and life stage

Active Environments : We need housing development, local neighbourhoods, transport options, built infrastructure, green and blue assets networks that make the choice to be active the easier option.

Integrated Offers : Integrating physical activity into other services, systems and places will avoid it being seen as an add-on. If being active is embedded into how our workplaces, our health services and our education provision function then we can make being active daily much easier

First Rate Communication : The benefits of active lifestyles are well understood, even if it's not enough to change social norms. To transform this understanding into sustained behaviour change our messaging, campaigns, marketing and 'calls to action' need be excellent.

Active Ageing : The benefits of staying active into later life will help achieve the best possible health and wellbeing outcomes for older adults and support them to stay independent for as long as possible.

4.6 Consultation

- 4.6.1 Over 200 people have helped to create 'Move Northamptonshire', the process having helped to identify the challenges, barriers, ideas and vision for what a more active Northamptonshire could look like.

- 4.6.2 A five stage process has been followed;

Insight Development : 1-2 months understanding data, trends, strategic context and local intelligence.

Open Conversations : 3-4 months holding open-ended discussion with residents, communities, networks and stakeholders through meetings, online platforms and presentations.

Emerging Themes : 3-4 months summarising, aggregating and analysing the common themes, exploring them in more depth through workshops and seminars

Shaping Priorities : 2-3months curating, drafting and refining the themes and issues into a draft Framework before open online consultation with the public and partners.

Launching : 2-3 months mandating, endorsing and bringing the Framework to life.

4.7 Community Impact

4.7.1 The Framework will impact across the whole population. However, as is implicit in the Shared Ambition, there are certain communities, areas demographic groups will need more support than others to get active and that it will take the lifespan of this Framework (5 years) to start making the changes across the whole system that will be needed.

5. Background Papers

5.1 Framework Attached